

**John Plank Real Estate Services, Inc.**  
Long & Foster Real Estate  
Direct: (703) 284-9347  
john.plank@longandfoster.com

## *Statement of Service Commitment*

*The following are my commitments to you as a client and a friend:*

- I will always put your interests, and those people who you kindly refer, first. Honesty and integrity should not and will never be compromised.
- I will always give you my honest professional opinion and the benefit of thousands of contracts and 25 years of experience and education. This may mean that I might suggest not purchasing or selling a property.
- I will limit my clients to past clients and their referrals in order to have the most time available to properly analyze market trends, property values and service transactions and ensure the most smooth, hassle-free transaction possible.
- I will commit the time and talents of our team members and the vast resources of Long & Foster (the largest privately held real estate company in North America) for your use.
- My clients will be able to utilize our vendor referrals for all real estate related matters. All vendor referrals will be companies and individuals who share my commitment to excellent customer service. This includes showing up on time, doing the job right and charging a fair price for services rendered.
- During transactions, I will shop for the best mortgage rates, title insurance and property insurance costs, and most thorough home inspectors and other reputable vendors. This includes non-real estate recommendations (vet, dentist... Tex Mex!).
- Unlike many agents, I will never engage in "dual agency." This is the act of representing buyers AND sellers in the same transactions. I will always be your exclusive agent.
- For buyers, I will be proactive in identifying purchase opportunities and aggressively seek out homes not listed in the multiple listing service (MLS).
- For sellers, I will provide a custom, targeted and comprehensive marketing program proven to obtain the absolute best terms available in the current market place.
- For investors, sellers and buyers I will analyze historic data and current trends to separate facts from the emotion and propaganda of the news media.
- I will not work with clients where there is a conflict of interest between the two parties. In the event there is a perceived conflict, I will approach all involved parties and make sure they are being represented without feeling compromised.
- I will continue to educate myself to be on the cutting edge of trends, technology and innovation for the benefit of my clients.
- My team and I will work harder than any other agent to offer service that is second to none and earn your repeated business and the referrals of your friends, family and coworkers.



[www.johnsellsarlington.com](http://www.johnsellsarlington.com)